

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 715--(SHAKES)--Rep. No. 60671--1 page--7 x 10 inches--4 colors--National Magazines, 1978

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Printed in U.S.A.

## New National Smoker Study:

# Merit Shakes Brand Loyalties.



## Smokers report "easy switch" from high tar brands in latest research.

Can low tar MERIT with 'Enriched Flavor's deliver the flavor of high tar cigarettes--and continue to satisfy former smokers of those high tar brands?

Here are the results of a new national smoker study conducted with high tar smokers, who taste-tested MERIT against leading high tar brands.

### Results Confirm MERIT Breakthrough

**Confirmed:** Majority of high tar smokers rate MERIT taste equal to--or better than--leading high tar cigarettes tested! Cigarettes having up to twice the tar.

**Confirmed:** Majority of high tar smokers confirm taste satisfaction of low tar MERIT.

Detailed interviews were also conducted with current MERIT smokers.

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Kings: 8 mg "tar," 0.6 mg nicotine--  
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

**Confirmed:** 85% of MERIT smokers say it was an "easy switch" from high tar brands.

**Confirmed:** Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

**Confirmed:** 9 out of 10 MERIT smokers not considering other brands.

### First Major Alternative To High Tar Smoking

MERIT has proven conclusively that it not only delivers the flavor of high tar brands--but continues to satisfy!

This ability to satisfy over long periods of time could be the most important evidence to date that MERIT is what it claims to be: The first major alternative to high tar smoking.

# MERIT

Kings & 100's



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